

## MEDIA CONTACTS AND PUBLIC INFORMATION

- I. Purpose:
  - A. To identify modes of the City's communication with residents and the media in the event of a major emergency or disaster.
  - B. To establish procedures to provide an effective public information system and timely dissemination of emergency information.
  
- II. General Public Information
  - A. A variety of communication modes are available for use and a standard system already exists for communication regarding normal public safety events. The nature of the emergency or disaster may limit some communications tools. As examples, power outages will reduce the effectiveness of e-mail, web and cable television.
  - B. The primary source for public safety information will be the Police Affairs Specialist (PAS), who will have primary responsibility for print and electronic distribution of information to the media and citizens.
  - C. The TP City TV staff will provide support during events for direct media contact and will have primary responsibility for broadcast of video information and announcements.
  - D. The Web master will provide support for distribution via the Internet as needed.
  - E. The PAS will maintain, with quarterly revisions, a list of primary media contacts and of Neighborhood Safety Contacts (NSC). The [staff to be identified] in Administration/Clerk's office will provide the PAS with information necessary to maintain citizen association contacts.
    1. These listing will include voice, fax and e-mail contacts for recipients as appropriate and available.
    2. A hard copy and computer disc version will be maintained in the PAS office and residence.
  
- III. Plan of Contact
  - A. **Normal Communication Process** (to be implemented in an emergency as possible)
    1. PAS prepares a Media Release and/or safety advisory as appropriate.
    2. Media Release
      - a. Release is faxed to the Associated Press (AP) and then to the list of media contacts
      - b. PAS is available for telephone inquiries from the media; if not available a telephone message highlighting or updating the release is recorded to the PAS voice mail, to which the media can be directed.
    3. Safety Advisory - informational messages of interest to residents regarding specific crime patterns, suspect look-outs or immediate

occurrences.

- a. The advisory is posted to the Police Bulletins on the Police Web page and a reference to it with a link is posted on the City Message Board.
  - b. The advisory is e-mailed to the NSC (as appropriate), citizen association contacts, and direct to neighborhood list serves as possible.
  - c. When the advisory is not of an immediate, time-sensitive nature, the advisory is referred to the TP City TV staff for posting on the community bulletin board.
4. The media release and/or safety advisory is made available to the Chief of Police to send to the City Manager as appropriate, for transmission to the Mayor and Council.

B. Process During Emergencies with Limited Communication

1. Alternative City Hall Location
  - a. Should the city's administrative and public safety functions be required to relocate, the PAS will modify the distribution of Media Releases and Safety Advisories to accommodate the methods available. The normal communication process will be followed utilizing shared desktop or laptop computers.
  - b. Telephone advisories, using land or wireless phone, will be the secondary method. First contact will be to the AP, followed by the broadcast media and Neighborhood Safety Contacts. After that, as time permits, the daily press will be advised, then weekly, followed by monthly.
  - c. TP City TV: See TPCTV attachment. In a county-wide emergency TPCTV will be appropriated by the county for emergency broadcasting. 1) If upgrades to cable software are secured, remote programming and lower-third scrolling functions can be possible, if Municipal Building power is available. 2) If power is not available, the cable supplier can post a one-page message for alternative information.
2. Limited Electricity Situations

Telephone advisories, using land or wireless phone, will be the primary method. First contact will be to the AP, followed by the broadcast media and Neighborhood Safety Contacts. After that, as time permits, the daily press will be advised, then weekly, followed by monthly.
3. Limited Telephone Situations

4. Direct Communication without power
  - a. The PAS or other public safety employee will hold daily briefings (or more frequent) at a specified time with Neighborhood Safety Contacts (NSC) and other citizen association representatives, as well as the media.
  - b. The Police Department will maintain a supply of writing materials sufficient to supply Neighborhood Safety Contacts, who will be encouraged to establish and maintain an informal kiosk in a central location.
  - c. The Neighborhood Safety Contacts will pass on the information to their constituents as well as to other NSC who are unable to attend briefings.
  - d. The City will establish an informal, temporary information kiosks, used to post advisories, at central locations: Municipal Building, Takoma Recreation Center on New Hampshire, and Washington Adventist Hospital. These locations will be identified in pre-event promotion; posting will be accomplished by Police employees and limited only to those times when neither power or telephones are available for primary communication. Volunteers may be accepted to transport and post advisories.

#### IV. Plan Promotion

- A. The public should know in advance how the City will provide information in emergency situations.
  1. The role of 9-1-1 as an emergency reporting line should be emphasized.
- B. The City will, by [date to be determined], produce a written explanation emergency preparation plans, including communication, for distribution to all citizens.
  1. The communications plan will be available at public locations (library, city hall, recreation center)
  2. It will be attached to the 8-page Montgomery County “Public Health and Emergency Preparedness” booklet
- C. The availability of the plan and booklet will be advertised on Takoma Park TP City TV, the city web page and in the City Newsletter.

**Press Contact Information:**

	<u>Fax:</u>	<u>Phone:</u>	<u>Email:</u>
1) WRC TV (NBC 4)	202-885-4104	202-885-4000	None
2) WTTG TV (FOX 5)	202-895-3133	202-895-3000	assignment.desk@wttg.com
3) WJLA TV (ABC 7)	703-236-2331	703-236-9555	mleong@wjla.com
4) WUSA TV (CBS 9)	202-364-6163	202-895-5999	<a href="mailto:newswatch@wusatv9.com">newswatch@wusatv9.com</a>
ASSIGNMENT DESK	202-895-5629	202-895-5588	assignmentdesk@yahoo.com
Tony Castrilli - Managing Editor		202-895-5535	tcastrilli@wusatv9.com
Chris Houston - Assignment Manager		202-895-5588	chouston@wusatv9.com
Amy Repke - Planning Editor		202-895-5557	arepke@wusatv9.com
Emily Cyr - Dayside Assignment Editor		202-895-5588	ecyr@wusatv9.com
Kyle Johnson - Morning Assignment Editor		202-895-5588	kajohnso@wusatv9.com
JR Nichols- Nightside Assignment Editor		202-895-5588	jnichols@wusatv9.com
Greg Seaby - Wkend Assignment Editor		202-895-5588	gseaby@wusatv9.com
Michelle Handleman - Wkend Assgnt Editor		202-895-5588	mhandleman@wusatv9.com
5) News Channel 8	same contact info as WJLA		
6) MCT	301-294-7476	301-424-1730	
7) Washington Post (MoCo Desk)		301-738-1556	<a href="mailto:JonesMS@washpost.com">JonesMS@washpost.com</a> (Marc Jones, Editorial Asst)
8) Washington Times	202/832-0659	202/636-3181	NONE
3600 New York Ave., NE Washington, DC 20002			
9) Takoma Voice	301-891-6747	301-891-6744	<a href="mailto:voice@takoma.com">voice@takoma.com</a> (Eric Bond, Publisher)
10) WTOP	202-895-5149	202-895-5000	none
11) TP Gazette	301-562-3262	301-562-3260	
Sean Sands, TP			<a href="mailto:ssands@gazette.net">ssands@gazette.net</a>
Georgia MacDonald, Commentary Editor);			<a href="mailto:gmacdonald@gazette.net">gmacdonald@gazette.net</a>
(Michelle LeComte, Regional Editor)			<a href="mailto:mlecomte@gazette.net">mlecomte@gazette.net</a>
12) TP Newsletter		301-270-8794	tpnewseditor@takomagov.org
13) Takoma Coffeehouse (Marc Cohen Producer)			markc@coffeehousetv.org

14) Baltimore Sun	410-752-6049	410-332-6000 Main	
501 N. Calvert Street P.O. Box 1377 Baltimore, Maryland 21278			
15) Asian Fortune	703-968-0203	703-968-0202	<a href="mailto:info@asianfortune.com">info@asianfortune.com</a> ( Jay Chen, Publisher/President
16) MCPS Public Schools	301-279-3221	301-279-3077	
(Kate Harrison, MCPS Public Info)			
17) Univision	301-495-9556	301-589-0030 x243	<a href="mailto:mlucchini@wmdotu.com">mlucchini@wmdotu.com</a>
Maria Rosa Lucchini, News Reporter			
18) Telemundo	703-522-2420	703-522-6464	telemundo64@mindspring.com
19) Viva 900 WILC AM	703-820-9686	703-820-8333 x107	